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To Whom It May Concern:

In a world dictated completely by the all mighty dollar, there are still businesses that need a nudge in the right direction. Our business was one of them. My husband and I opened Chef Point Café almost six years ago. To begin with, we were just happening along until we decided to ask for some help. Ron Sturgeon came to our rescue. His brainy ideas and calm demeanor has helped our business and sales rise over 60% since January 2008. With his help, we feel that we are finally in control of the growth of our business. His help has pushed us from just simply happening, into forming a repeatable business process that will allow us to control the growth of our business.

Mr. Sturgeon has provided many successful ideas for us; some include advising us to close our second location. He recognized the potential and value in simply expanding our primary location. Although, we were timid at first, he showed us that it would be a positive move in the right direction. He was right. Another idea that he provided for us was the "Customer Suggestion Sheets." These sheets allow our customers to recommend ideas on how we can better their experience while bettering our atmosphere. We have received many customer suggestions that have helped us in our restaurant.

His suggestions span much farther than simply creative ideas. He assisted us on refocusing on marketing not just food, though the food is wonderful. Mr. Sturgeon has opened our eyes to growth, such as lending and real estate acquisitions. His knowledge of business and management has helped us to achieve the goals we set for ourselves. He always knows his way around the internet and has grassroots in low budget viral marketing. It is honestly refreshing!

Mr. Spurgeon's constant out-of-the box thinking has allowed him to become well known around Chef Point Café. I am thrilled when I receive an email that includes some new idea that has come to him. I would recommend him for any kind of job because he knows what he's doing. He realizes that marketing is the most important aspect for any business to survive and grow.

With my highest praise,

Franson & Paula Nwaeze
Chef Point Café Owner